

# The ROYAL STANDARD

Volume XI

JANUARY - 1926

Number 1

## THE KEYSTONE OF ROYAL'S SUCCESS

### A Better Built Typewriter

The record of the Royal Typewriter Company in the year 1925 has been most remarkable and has occasioned many comments.

Its dividend payments have attracted attention placing the Royal in a very favorable comparative light with reference to the competing machines, especially three of its competitors who have been quite a bit in the limelight recently.

We are congratulated by our bankers on our balance sheet at the closing of business; we are congratulated by those who know something about advertising—upon our accomplishments in that field; we are congratulated upon our world-flung organization and the completeness with which available markets have been covered in foreign lands.

The service, prestige and popularity of the Royal Typewriter from Kamchatka to Zanzibar has attracted the attention of those interested in world trade.

The Managerial staff of the Royal Typewriter, we mean the managers of our principal offices and many of the smaller offices, have attracted the attention as a fine body of trained men ably representing the Company in a loyal and effective way. We have been congratulated upon our success in England which is truly remarkable.

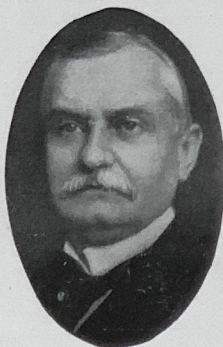
We have been congratulated upon the rapidity with which we re-organized in Germany and established our business there after German affairs were settled and blockades and restrictions removed.

But—it seems that through all of this there is omitted the keynote of the success of the Royal Typewriter. There has never been produced as fine a writing machine as is produced by the Royal factory today. Basing success on the fundamental of service, we have never served our public as well as we are serving them right now.

### SUPPORTING OUR CHALLENGE

There is a wider variance between the performance of the "Easy Writing" Royal Typewriter and any competing machine than there has ever been. "They do run easier," and besides, "Compare the Work." These challenges to the world have been substantiated and supported by the typewriter itself.

It is true that the qualities of the Royal have been ably heralded by its sales organization, but nevertheless the foundation for the unprecedented record of 1925 is the Royal Typewriter's service in the hands of the stenographer. It pleases both the operator and her employer. We know that this is the keystone in the arch of Royal's progress, and we are taking good care that in the year 1926 improvements from time to time and the greatest



Mr. Thomas F. Ryan



Mr. H. H. Vreeland

## For A Prosperous New Year

MR. GEO. ED. SMITH, President,  
Royal Typewriter Company, Inc.,  
316 Broadway, New York City.

January 4th, 1926.

DEAR MR. SMITH:

Please extend to the Royal Typewriter organization my congratulations on the financial showing and progress of the Company as evidenced by the balance sheet at the close of year 1925, and the very satisfactory growth of the business as indicated by the increase in the total volume of sales.

Kindly convey to the members of our organization the great pleasure it gives both Mr. Thomas F. Ryan and myself to find that the Royal Typewriter seems everywhere to have attained such prestige and popular favor.

With best wishes to all for a Prosperous and Happy New Year, I am,

Very truly yours,

*H. H. Vreeland*  
Chairman of the Board,  
ROYAL TYPEWRITER COMPANY, INC.

## THE HONOR MEN

The offices and managers listed below surpassed their previous best year's record in 1925.

It is these men who were the greatest factors in permitting the branch organization as a whole to surpass any previous record for an entire year, and we are proud to acknowledge before the entire Royal Typewriter organization their remarkable work.

Will these men break their 1925 records in the year to come? We believe they will, because to such men a record is just simply a foothold on the road to greater success.

J. W. MANN  
Atlanta  
G. C. KINNAMON  
Columbus  
C. W. KNOX  
Detroit  
L. H. O'BRYAN  
Evansville  
JOHN SHEA, JR.  
Fort Wayne  
H. F. BRAINERD  
Hartford  
W. H. COURTENAY  
Houston  
W. T. TEER  
Indianapolis  
A. D. RICHARDSON  
Jacksonville  
P. W. JONES  
Kansas City

J. T. WELLMAN  
Louisville  
W. A. PARTEE  
Milwaukee  
R. C. ROBINSON  
New York City  
C. K. SCHILL  
Newark  
M. V. MILLER  
Pittsburgh  
G. D. ROE  
Portland, Ore.  
E. D. CRANDALL  
Providence  
A. BARTLETT  
Richmond  
E. G. DODGE  
Baltimore

G. C. JOHNSON  
Rochester  
C. C. FLAGG  
Rockford  
J. H. HUNT  
Seattle  
C. A. STEVENSON  
Springfield, Ill.  
L. E. WHITE  
St. Louis  
L. L. LARSON  
St. Paul  
S. H. SLAUGHTER  
Waco  
H. D. CASHMAN  
Washington  
E. A. PATTERSON  
Wichita Falls  
A. R. SMITH  
Worcester

vigilance will be exercised to see that the Royal Typewriter continues to be without a peer in performance.

It is a bad sign when congratulations are taken too seriously and false values put upon the elements which have contributed to success.

We do appreciate the activities of our sales organization; we do believe that we are in a very fortunate financial position; we are happy that our factory is a very wonderful building and marvelously equipped; we are proud of the fact that we can sell a typewriter, maintain its service and put on a ribbon in Patagonia or Northern Sweden, but it is not the real cause of congratulation which we can take to heart and enjoy in the fullest measure, it is the fact that we have, during 1925 produced the best typewriter that the world saw issued from the hands of workmen wherever they may be.

## The New Roytype Ribbon

The new Roytype Typewriter Ribbon is now ready for distribution by Royal Branch Offices and Dealers.

Here is the master product of the typewriter ribbon maker's art, a real companion product for the Royal Typewriter.

It is as far superior to the ordinary ribbon as the Royal Typewriter itself is over other typewriters. We are not going to endeavor to tell you much about it here, but will leave that in the more capable hands of Mr. Wilson, Purchasing Agent, who, in a series of articles, the first of which begins next month, gives you many vital facts and information about the Roytype Ribbon, which will help you to understand why it really gives the typewriter using public at last a different and really superior ribbon.

To emphasize briefly a few of Roytype's outstanding features we give the following:

### A FEW REASONS WHY ROYTYPE RIBBONS ARE BETTER

Roytype Ribbons last longer, because they are longer—thirteen full yards on each spool of ribbon, a unique departure from custom—a yard longer than any other typewriter ribbon—and the Royal Typewriter accommodates this extra yard with ease.

The toughest and most perfect strands of Sea Island Cotton form the cloth of the ribbon—cloth but twice as thick as a human hair—yet with truly remarkable strength and endurance.

Inks manufactured by secret formula, which never dry up, never fade, and have the property of recuperation, i. e., flowing to the places in the ribbon where it has been typed out, insuring regular, even work over the longer life of the ribbon.

Roytype Ribbons do better work, because the fineness of Roytype cloth gives

(Continued on page 2)

## MAKE 1926 THE BIGGEST YEAR IN ROYAL HISTORY



typewritten reproductions free from fuzziness and streakiness.

The colors are so brilliant and of constant density, the entire length of the ribbon.

The inks do not run into each other in a bichrome ribbon.

Each ribbon is individually inspected and guaranteed to be perfect.



Lastly, Roytype ribbons are carefully packed in the new and handsome tin box, which preserves them, and has many other uses for the stenographer after the ribbon is used.

#### SALES MANAGERS' COLUMN

A very important promotion has taken place, effective the first of the year. Mr. Walter Teer, energetic and highly successful Manager for several years of our Indianapolis Office, has been appointed to the managership of the Baltimore Office, succeeding Mr. Elliot G. Dodge, a valuable employe of the Royal for over sixteen years. We are sure the entire organization wishes well to Mr. Dodge in his new endeavors.

Mr. Teer is well qualified for his new duties. He is a salesman of exceptional ability in addition to outstanding managerial talent. He has his work cut out for him in Baltimore, following as he does, so many fine records by his predecessor, but he is tackling the job with fine spirit and the same energy that he applied in his other duties.

Mr. George W. Randall, formerly Royal manager at Toronto, Canada, takes Mr. Teer's place as Manager at Indianapolis. Randall, before he deserted the good old U. S. for the managership at Toronto, was a Royal salesman at Cleveland, so he is well equipped for his new tasks. We predict that he will make a worthy successor to Mr. Teer. George Randall, with his inexhaustible fund of optimism and good humor, is a man you all ought to know.

Succeeding Mr. Randall as Manager of Toronto, Mr. Montgomery, Canadian Sales Manager, has installed Mr. Canning, formerly a very successful salesman of Mr. Randall's crew. He will carry on with the splendid records the Toronto Office has been making the past few months.

The Home Office Officials, as well as the entire organization, wish these men unbounded success in their new capacities. May many a future Royal Standard record their achievements.

We in New York all enjoyed short but extremely pleasant visits from two of our real two-fisted managers—Chet Pillow of Buffalo and Brown of Albany. Both of them ought to come see us more often. They are both inspiring leaders and loyal Royalites.

#### PERSONALS FROM THE BRANCHES

##### CLEVELAND

Mr. M. C. Hull, Cleveland Manager, writes as follows:

"You recently asked for notes for the STANDARD—here's a modest one from a shrinking violet!"

"Cleveland closed the year with a bang, and hung up another new record with the best December business in the history of the office."

"Hull says his staff of fire-eaters did it just to get a running start under full steam for the New Year, so we'll look for some more new records from Cleveland at an early date."

Here is a real live wire office. How many others have made such a good New Year's resolution.

##### ERIE

Mr. House, our Erie manager, received a splendid write-up on the front page of the leading newspaper there, speaking well for his service, as well as the fineness and durability of the Royal Typewriter. A couple of days later a very influential business man in Erie called up the paper and wanted to know where he could get in touch with the Royal man. They called Mr. House on the telephone, and he went right around and secured an order from Mr. Grandin, the business man. That's what we would call live wire management. Mr. House sells the newspapers and practically everybody that is anybody in Erie.

##### ST. LOUIS

It was a pleasure to learn that Mr. J. H. Kennedy, former Dallas Manager, is the Associate Editor for the Royal Standard. Mr. Kennedy is a genius at that job, and we are looking forward to some real treats for our readers from St. Louis.

During the month of December, St. Louis Office wrote contracts with three of the largest public letter shops in the city of St. Louis. Letter shops are the people that need real typewriter service, and only the Royal satisfies them.

Another instance which provided considerable gratification was the closing of a large deal with the Federal Reserve Bank of St. Louis in the face of keen competition.

##### NEW YORK

Metropolitan Department, too, reports by far the largest year in its history for 1925. And that is a record, we'll say, not to be easily laughed off—for the New York City Office has previously had some marvelous years of business.

Well, well—and a couple of my-o-mys—Joe Schwartz has again taken the eternal vows—and is once more a married man. "It's no news when a dog bites a man, but it's news when the man bites the dog"—and it's more news when Joe marries.

We are wondering whether Mr. Matthews has sold his car as yet. Apparently the public doesn't think so much of that car, does it, Charlie?

##### KANSAS CITY

Bill Kirchhofer, former Dealers' Department representative, who is now busier than a one-legged buck dancer selling National Accounts in Kansas City, took to himself a bride during the month of December. Attaboy, Bill. We understand Bill also bought himself a new Ford car, built for two, with a double purpose, viz., to better accommodate his other new acquisition, the Mrs., and to better cover his territory.

Kansas City, we are pleased to report,

went over its quota for the whole year of 1925, a feat never before accomplished by this office. On the whole, considering sales, rentals and all other factors, 1925 was the largest in the history of the office.

##### LOS ANGELES—SAN FRANCISCO

The three months' contest between our star Coast offices, Los Angeles and San Francisco, concluded in December with a quick and rather startling victory by the Los Angeles crew.

Those of you who have followed the trend of this little family battle for the first two rounds, will remember how closely these were decided, the first in favor of Mr. Ralls, the Los Angeles manager, and the second for Mr. Russ of San Francisco, each by a few machines. Naturally, that left December to decide which office was the champion. Mr. Ralls and his men rose once more to supreme heights and the finish could be heard far up beyond the Golden Gate, making Los Angeles the winner.

It is always of great interest to watch a contest in which two such managers as Russ and Ralls are concerned, and we want to extend to Mr. Ralls our admiration and congratulations upon coming out ahead.

We wonder whether Russ will challenge him to a return bout.

#### CANADIAN NEWS

Dutch Vogt won the December contest in the Canadian Organization, which closed December 24th. Vogt repeated as he also won the November contest.

The outlook for the Canadian Organization during 1926 is a bright one. Business conditions are on the up-grade. The Royal Organization is better stabilized. The tremendous amount of sales work done during the closing months of 1925 should work to our advantage, and last, but not least, the boys have their fighting clothes on and have taken it on themselves to put over a 100 per cent. increase during 1926. Every salesman has taken over a quota based on doubling. It will be an interesting fight and they have our good wishes. Go to it, boys. Let's see January returns go over the top.

Holmes, Canning and Black say big doings in Toronto for January. They are all "rarin to go." Holmes is talking M. A. D., and don't be surprised to see a few Canucks up there hereafter.



W. F. Teer  
Our New Baltimore Manager

#### SERVICE CONTEST FOR NOVEMBER, 1925

##### DIVISION No. 1

#### "FRISCO LEADS FIRST DIVISION"

Generally speaking, when you place a new man in a large shop as Foreman, you don't look for whirlwind results immediately, but, in the case of Mr. Heinz, our Foreman at San Francisco, we have the conditions reversed. A few months after being promoted from the bench, Mr. Heinz showed us some improvements which meant the 100 per cent. eventually—and now he leads the First Division. The whole organization offers their congratulations!

Mr. Pittard of Atlanta should have some credit for the manner in which he pushed Mr. Heinz for first place. His percentage was only a few notches behind the high mark. He and his men deserve second place.

It is very seldom that this column goes to press without mentioning the name of Mr. Tomek, of Chicago. If we remember right he has held one of the three honor places every month of the year. It will not surprise us if he ends the year with first place for the month of December.

Below is a list showing the respective standing of each Department:

1—San Francisco 5*	13—Baltimore 9*
2—Atlanta 9*	14—Cleveland 11*
3—Chicago 11*	15—Indianapolis 8*
4—Detroit 11*	16—Hartford 9*
5—Louisville 8*	17—New Orleans 11*
6—St. Louis 11*	18—Pittsburgh 10*
7—Dallas 6*	19—Buffalo 6*
8—Kansas City 8*	20—New York 5*
9—Boston 10*	21—Portland, Ore. 2*
10—Washington 6*	22—Los Angeles 5*
11—Cincinnati 8*	
12—Minneapolis 11*	

##### DIVISION No. 2

Our Mr. Weissinger, who pilots the Fresno Service Department, has been hovering around the top for some time waiting his chance to drop in first place. November was the month and the honors, well earned, belong to him.

Grand Rapids, the Service Department under the guidance of Mr. Martell, won second place for the month of November. Mr. Martell is comparatively a new man in the organization, but a veteran when it comes to making that 100 per cent. mark.

Following in the wake of the winners, but far ahead of the other fellows, is our friend Mr. Doss. Here is another who can claim the title "veteran" for his work in making the 100 per cent. mark during his short connection with our Company.

1—Fresno 4*	17—Toledo 4*
2—Grand Rapids 5*	18—New York 5*
3—Youngstown 7*	19—Scranton 4*
4—Fort Worth 3*	20—Denver 2*
5—Birmingham 11*	21—Columbus 2*
6—San Antonio 6*	22—Portland, Me. 2*
7—Springfield, Mass. 7*	23—Rochester 4*
8—Albany 4*	24—New Haven 5*
9—South Bend 3*	25—Davenport 3*
10—Bridgeport 11*	26—Des Moines 5*
11—St. Paul 5*	27—Providence 2*
12—Milwaukee 4*	28—Seattle 1*
13—Jacksonville 6*	29—Wichita Falls 2*
14—Oakland 5*	30—Omaha 2*
15—Peoria 3*	31—Houston 3*
16—Memphis 3*	32—Richmond 5*
17—Rockford 1*	33—Springfield, Ill. 5*
18—Akron 3*	34—Waco 1*
19—Newark 7*	35—Evansville 1*
20—Erie 3*	36—Duluth 3*
21—Fort Wayne 3*	37—Little Rock 4*
22—Harrisburg 8*	
23—Worcester 6*	
24—Dayton 4*	

Mr. Edwards, our Foreman at Toronto, has broken away from the field and has earned his 100 per cent. for the month of November. Montreal tried hard, but missed again by a slight margin. Keep it up, Mr. Cox, you are bound to win eventually.

Ottawa is showing improvement, and we feel that they will come through about the first part of the new year. At any rate 1926 will mean a 100 per cent. Canadian Service Department.

1—Toronto 3*	2—Montreal 1*
3—Ottawa 3*	

# MAKE 1926 THE BIGGEST YEAR IN ROYAL HISTORY



# The Successful Royal Dealership—A. W. Barlow, Ass't Sales Manager

Our Officers have told you in other columns of the STANDARD what has been accomplished during 1925 by the different Departments of the Royal Organization, and in reading these plain statements of fact, Royal Dealers can take due pride for the part they have played in achieving the results of this remarkable Royal year.

A review of the struggles and the victories of 1925 would doubtless be an agreeable and pleasant indulgence. When we have made a good job of something or other, it is always thrilling to throw up our hats, do a bit of shouting, and then if we don't watch ourselves pretty closely, become exceedingly quiet and self-satisfied. Ours is one of the most competitive lines in all industry and a few days or even hours of lethargy or inactivity may alter your balance sheet for the entire year.

The serious business of a New Year is upon us. True there is no gray dawn of uncertainty or apprehension to disturb our minds, or discount prospects for another twelve months. Trade authorities say there is not a dark spot on the entire map, aside from the coal strike, which now seems much nearer adjustment than ever before.

But these present favorable realities and promising signs for the future only foretell the possibilities of the Royal Merchant or salesman, and the task of actually securing his share of the business is still decidedly up to him. Expansion in business generally, means growth in the typewriter business. The typewriter market is open to all. The merit of the product and the method of sale and distribution answer the question of growth or lack of it. The Royal is unquestionably the outstanding typewriter of all time. We not only believe it; we know it. Let us then assume anew for 1926 our responsibility to merchandise the Royal aggressively and efficiently throughout this promising year.

## VARIATION IN RESULTS

In the last few weeks I have given deep study to records of Dealers and Branch Offices Salesmen, and particularly to those who have made big increases over preceding years. I sought the secret of their successes so that I might pass it along to others. It seemed there must be some reason for a great difference in volume from certain territories whose possibilities were, as near as could be ascertained, identical. Indeed from this great disparity in results, one might well look for something akin to magic, or the employment of some new force or method unknown to others engaged in selling typewriters. Frankly, I half-way thought I might find something of the kind. But—

We all know that almost any point can be "proven" by an illustration drawn from actual experience. Flimsiness of such reasoning is due to the difficulty of determining the correct premises, or the degree of similarity in different sets of circumstances. For our purpose here, and from the records of star Royal Dealers and Salesmen, we find something fundamental which needs no false logic or strained metaphor to show its value.

To get the thing clear in our minds we will repeat here what we all know and perhaps say almost daily; that, "the Royal is the best typewriter." With this inherent advantage of superior quality to start with, we at once realize that the task before us is simple. That it is nothing

more nor less than teaching others to know the Royal as we know it. To understand Royal Quality and Royal advantages is equivalent to a desire to own the Royal and to be dissatisfied with any other machine.

## "SUCCESSFUL MEN ARE GOOD TEACHERS"

This teaching process is what I discovered in the work of our most successful Dealers and Salesmen. It was one of the most interesting surveys I have ever made, and I want to repeat that it is the whole secret of their success. It tells the whole story of why one succeeded in a big way while another is a mere mediocrity.

Experience has taught us that the sale of typewriters is hedged about with a good deal of prejudice. The minds of operators and purchasing agents too are often fixed, and that without any knowledge whatever of our line. To get the Royal placed in such an office so that it will receive a fair trial requires the finest tact and diplomacy. These indispensable qualities of mind and heart are a part of the successful salesman's equipment, and he cannot go far without them. They are a natural offspring of sound intuition, tolerance, imagination, and a sincere desire to serve others. If you fail to get a fair hearing and a fair trial for your Royal, it will pay you to study tact, to polish and refine your diplomacy. Let

me add a little emphasis to this one point.

We agreed not to try to "prove" anything by citing a single illustration, or even a series of illustrations. We shall stick to that. But none of us will assume to doubt the practical value of a method of procedure which is almost universally successful. The value of this suggestion lies in the proper preparation of the prospect to receive an examination machine, and the proper assistance to the operator in acquiring a knowledge of its operation.

Since we have considered the subject of selling Royals as a teaching or educational process, and it is plainly enough that, we might venture to state the idea something like this: "Instruction both in matter and method must be adapted to the capability of the student." This would mean that our demonstrations should not be so theoretical that they would "go over the heads" of the operators, or sound too prolix to the practical minded purchasing agent. I believe the rule is for the stenographer to yawn every time the salesman mentions "principle" or refers to "the inverse ratio of reciprocating dooflickers." If we can just learn, as so many have done, to tell folks about the Royal and do it so tactfully that they will think they have known it all their life, our order books will be filled and our shipping clerks will know no rest.

Our method implies the use of appara-

tus just as you would use text books, tubes, chemicals, scales, etc., in the study or teaching of chemistry. For our purpose the equipment is much simpler and more easily set up for demonstration. One latest Model 10 Royal usually suffices. Yet it is appalling how some of us have cheated ourselves by trying to demonstrate without the apparatus. It simply cannot be done. As a Royal salesman you assume to teach the value of an improved, better typewriter. Yet some of you leave your machine at the store nailed up in a box! What a handicap you place upon yourselves. Proof? yes. Testimony? yes.

The following article contains a letter from a well-pleased Royal convert, and this is typical of what I have found in the districts of the most successful Royal Salesmen this year. It is the story of the prejudiced mind, at first not willing to even look at another make of machine, arbitrary, bitter, if you please. But somehow, Tact landed a Trial Royal, and Tact and Diplomacy nursed it along through the critical stages, until that stubborn spirit found the light. As Briggs says "It's a grand and glorious feeling" to have been the instrumentality of so happy an outcome. Such is the lot of the aggressive, faithful and tactful salesman who will persistently place and properly attend examinations. He knoweth not the story of the alibi for his praises ringeth from the housetops. Even competitors esteem him, for he getteth their goat. Those who once despised him now love him, for he helped them "end the day with a smile." "This is another Royal Year!"

Mr. King of Raleigh, North Carolina, writes us about a letter received from a new Royal user in his territory. It seems that Mrs. B. was a strong advocate of the — Typewriter, and had told our dealer that she had never used anything else but an — Typewriter, and refused on many occasions to try a Royal. She finally agreed to "try" an "Easy Writing Royal," and the following letter explains the outcome:

Dear Mr. King:

The requisition for our "Easy Writing Royal" went over to the Business Office some time ago, and I hope you have a check for it by this time.

Thank you very much for the rubber pads for the back spacer and shift key.

While I am writing, I should like to express in a small degree a bit of my enthusiasm for this typewriter. As I told you when you left this one for trial, I was "bo'n an' raised" on another make machine, and thought I could never use another, but since trying this one for even a little while, I am so enthusiastic about it, that I feel I can never praise it enough. I am sure I can do twice as much typing with half the energy that I did on the other machine. You have lengthened my life at least ten years, by persuading my "boss" that this is a better machine.

With best wishes for the Christmas Season, and a good New Year for you and the Royal,

Sincerely yours,  
Mrs. B.

P. S.—The "boss" praises the evenness and clearness of the typing from this machine most every time I hand in a piece of copy.

## Royal Displays at Corvallis, Oregon



These Splendid Photographs Were Sent to Us by Our Friends at Corvallis, Oregon. Graham & Wells Have Represented the Royal in This Territory Since the Days of the No. 5. Mr. S. K. Hartsock Manages the Typewriter Division, and Is Responsible for the Long List of Royal Users in That Field. Many Excellent Ideas Here. Note the Use of Parts of the 24-Sheet Poster.

# MAKE 1926 THE BIGGEST YEAR IN ROYAL HISTORY



## Royals Displayed in East Indies

For many years, there has been an annual custom in Batavia, on the Island of Java, to hold a public market which is called "Passar Gambir." This market is open during the latter part of August and the early part of September so that it always includes the birthday of the Netherlands' Queen Wilhelmina on August 31.

Originally, the "Passar Gambir" was devoted solely to the exposition of native industries and only native products were sold. Little by little, however, the ideals and purposes of this Exposition changed and today, imported merchandise as well as miniatures of foreign industries are placed on exhibition in the "Passar Gambir" by the local business institutions. As a natural result the "Passar Gambir" grew tremendously and many of the large importers saw the advantage of displaying their goods in this so-called market. To keep pace with the growth of the "Passar Gambir," there has now been formed a separate division which is devoted entirely to those products imported from Europe and the other countries of the world.

One of the most beautifully designed and impressive of the booths at the last fair was the one set up by the Royal dealer for the Netherlands East Indies, Mr. H. P. J. Steelink, of Weltevreden, Java. The Exposition space occupied by Mr. Steelink was divided into three sections, one of which was devoted to the display of Royal typewriters. A view of our dealer's stand is shown in the illustration at the top. This splendid exhibit attracted the attention of the more than 300,000 visitors to the Exposition. Mr. Steelink is



Top—Mr. Steelink's Display at the Weltevreden "Passar Gambir"  
Bottom—The Java Ien Boe Kong Sie's Space at Their Local Festival Called "Passir Malem"

certainly deserving of our highest compliments for the excellent manner in which his part in this exhibition was organized.

Almost simultaneous with the holding of the "Passar Gambir" there was held a similar market which is called "Passar Malem" at Samarang, a smaller city on the North Coast of Java. In this market, the Royal typewriter was also very fittingly displayed by Mr. Steelink's sub-agents in that city, Messrs. The Java Ien Boe Kongsie. The illustration at the bottom bears out our contention that the display was indeed a very excellently arranged one. We congratulate our friends in Samarang for their excellent work in connection with the "Passar Malem."

Thanks to the untiring energy and the well directed effort of our long-time friend, Mr. Steelink, Royal business in the Dutch East Indies has shown a persistent increase from year to year. Mr. Steelink has now been connected with the sale of the Royal in that territory for some sixteen years, first as a sub-dealer and then as general dealer, in which capacity he has acted for the past six years. In all this time Mr. Steelink has been primarily interested in building the Royal business on a lasting, permanent basis. Through our present dealer's organization, the Royal today occupies what is undoubtedly the leading position in the typewriter business of that market. That Mr. Steelink will continue this leadership goes without saying, and he most certainly has the best wishes of all his Royal friends for the continued success of his enterprising organization.

## J. H. Davis & Co. Sell Royals to Felix Potin

It was recently our pleasure to learn that arrangements had been consummated whereby the Royal typewriter would be used extensively throughout the widespread organization of Etablissements Felix Potin. The deal was effected by the Royal dealers for France, Messrs. J. H. Davis & Co. (Theo. Muggli, Prop.) of Paris. Mr. J. H. Davis, of their Paris office, is the one to whom the credit goes for having successfully arranged the contract in connection with this deal.

The Etablissements Felix Potin is

widely known throughout the world for the many products which it supplies to those of epicurean tastes. Some idea of the extent of this great organization may be gained when we state that they direct sixty branch stores, which in turn maintain and supply approximately 30,000 sub-agents throughout France with the many products sold by the concern. The firm requires from 4,500 to 5,000 people to coordinate the great work of carrying on their world-wide business.

The stores and offices of Etablisse-

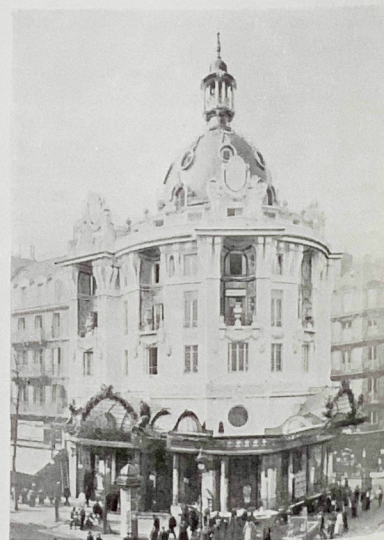
ments Felix Potin are known throughout France for their luxuriousness and beauty. An idea of the unique type of building in which this concern is housed may be seen in the photograph reproduced at the left (No. 1), showing the headquarters of the firm in Paris. The photograph at the right (No. 2) is one of their branch stores, also located in Paris. In the photograph reproduced lower center (No. 3) is shown a view of the first delivery of forty-two Royal typewriters to the Paris Office of this firm. Mr. Davis may be seen stand-

ing in the background at the extreme left.

The successful conclusion of the sale of Royal typewriters to this great firm is indeed most gratifying, and it is a compliment to the energy and effectiveness of our dealer's organization. The fact that so important a firm as Etablissements Felix Potin uses many Royals throughout their organization will undoubtedly serve as a further incentive to the members of our dealer's organization in their persistent development of Royal sales in France.



No. 1, Left—Headquarters of The Etablissements Felix Potin in Paris  
No. 2, Right—Branch Store Located in Paris  
No. 3, Center—Delivery of Forty-two Royals to Headquarters



## MAKE 1926 THE BIGGEST YEAR IN ROYAL HISTORY



## 'Just a Regular Fellow'

By C. B. Cook, Vice-President

I had to make an appointment the other day with a man who had had a very successful career, and was looked upon as a very hard man to get next to. He had impressed me when meeting him on the street as a rather stern type, and had an air of aloofness around him that was hard to gauge or analyze. He always appeared abrupt in his answers and very incisive. Naturally, I had some trepidation about my appointment when it was granted to meet him. Fortunately, I had read in a magazine (I think it was "American Industries") a speech which dealt with several points on psychology and touched upon my very problem.

It was brought out that the manager of a plant or head of any company for that matter may, at a distance, appear to one as a cold, stern and unapproachable kind of a man, and yet at home he was the "Daddy," the ordinary husband at home, a good neighbor, the same kind of a man that sat behind one in the church, the man who knew a good story and swapped it every chance he got; in fact, he was no different in the plant than he was anywhere else; he had the same personality all the time. Therefore, in reasoning this out, I came to the conclusion that psychology was playing a part with me in that I imagined many things to be other than were really so.

I made my appointment on time, and it was an agreeable surprise to me how approachable the gentleman really was. He was keen, alert, business-like and tense, I will admit, and the problem became nothing more or less than a discussion on its merits, and quickly the solution was made apparent. On leaving him, I thanked him for the time given me, but rather sharply I thought, he said that he made it a point to see everyone who had something to sell, or something that helped him in his business. Afterward I thought, how many salesmen believe a man is far removed from the possibility of an interview with them because of his seemingly high position and the thought of soliciting him to buy their product is thrust aside. "No, he will be too difficult to get to, I'll go for somebody who looks easier." Just there, is where the mistake is. Your product, by its quality, durability, and necessity to business, gives you a right of way not to be denied by the personality of any man. The man you think is difficult to approach is perhaps anxious to get the very goods you sell. His success has been built upon knowing all about his business and what instruments or machinery will aid his business. Prestige in business is helped by having such a man as a customer. He is, in many cases, known to have business acumen and splendid judgment.

Start this New Year in driving after the big man in business, whether he be an officer of a large corporation, a purchasing agent of a big business, a large wholesaler, a wonderfully successful lawyer, a city official, or what not. They are the kind of men who bring to your own company and to yourself, a standing of successful accomplishments. You are worthy of consideration just according to the ability you put into your selling problems and the quality of your product.

No man is greater than the product he represents. You have the essentials in

your product, how about the essentials in yourself to sell? Pick the best men in the country, go after them, study them, and believe that you yourself can sell them what you know is so vital to business success, viz., The Royal Typewriter.

The Royal Typewriter in the hands of a successful, big man, becomes your best reference because it will do well what it was built to do.

## PROMOTION AT THE PLANT

Mrs. Gertrude Halliday has been promoted to Secretary of the Women's Service Division. Mrs. Halliday has been employed with us for over nine years during which time she won the confidence and esteem of her fellow workers and the management. Working in one of the large departments employing many women, she has earned promotions from time to time and lately has been doing special work with the women in all departments.

The women at the Royal Typewriter Factory are of a very high grade and intelligent order, as the work in connection with building a high grade quality typewriter makes this very necessary.

The Women's Service Division, of which Mrs. Halliday is now the head, cooperates with the Employment Department of the plant in securing and placing women suited to the work in the various departments. There are about six hundred women employed at the local plant. This Division supervises all activities connected with recreation, Ladies Dining Room, Hospital Service, thus promoting health, comfort, sanitation and safety. It also insures fair treatment, courtesy and proper understanding on all company matters of interest to the women, besides creating a means through which all can work to advantage.

## HARRY KOETTING, CASHIER AT ST. LOUIS, PROMOTED TO DISTRICT AUDITOR

About four years ago Mr. Harry Koetting became a member of the Royal Organization, taking up the position of cashier in St. Louis, which position had been made vacant because the cashier at that Branch had been promoted to be a District Auditor.

On January 1st, 1926, Mr. Koetting followed in the footsteps of his predecessor and himself realized a part of his ambition, for he was transferred to the Comptroller's staff of District Auditors.

During his connection with the St. Louis Branch he demonstrated his versatility. It was discovered that he was not only a first class accountant, but he was a salesman of ability also, and he has chalked up many a Royal sale to his credit since he has been with us. Mr. Koetting never lost sight of the fact that no sale is a sale until the money is in the bank, and he did not consider his duty finished with an account until it was collected. His record for repeatedly making his collection quota is an enviable one.

We take pleasure in welcoming Mr. Koetting into his new position and we can commend his counsel to the various branch managers and cashiers he will come in contact with as he visits the various branches in his district.

## KEY LEVER AND BRACKET

One of the important features of the Royal Typewriter, and yet not fully realized by many operators, is the Key Lever mechanism.

When an operator commences to write on the machine, the force exerted on the Key Levers is transmitted through the Levers, Links and Type Bars to the printing point at the Type Guide. Of course, the operator is mostly interested in the type impression on the sheet of paper, without giving a passing thought to the splendid construction of our Key Lever system, where strength, rigidity, lightness of action and smoothness is so essential in a typewriter. Our Levers are shorter than those used in other typewriters, and are therefore stronger, straighter, and work smoother during the depression action of the operation. Some levers on other machines are so long that the Levers wobble and shake laterally during the act of depressing, and there is a feeling of insecurity and lack of durability.

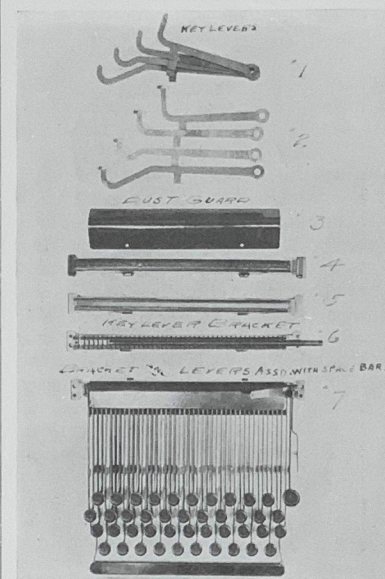
We are going to describe briefly the manufacturing of our Key Lever mechanism, so that you may determine how necessary we consider the elements of manufacturing and fitting of these parts.

There are forty-two Key Levers in the keyboard with cup, washers, characters and rings for each. In picture at right you will note No. 1 shows four Key Levers which have been under operations, and No. 2 on their way to the machines being assembled with cups and washers, riveted together under very careful check, as it would never do to have washer become loose in the cup. No. 3 shows the Dust Guard which is assembled to become loose in the cup. No. 3 shows the Dust Guard which is assembled to No. 6 Key Lever Bracket. This Dust Guard is evidence of the very great care used in developing this system of Key Lever assembly, there being every protection against any dirt or dust interfering with the Key Lever bearing in the Bracket. Nos. 4, 5 and 6 show the Key Lever Bracket in various stages of manufacturing, the slots being milled to very fine tolerances to accommodate each Lever and Space Bar frame, with the groove milled for steel rod bearing.

ing. So much for the details, which may be somewhat technical.

Now let us look at picture at bottom of page, which gives a much better idea of the work as portrayed by the showing of the milling machine upon which the Key Lever Bracket is slotted. Note the big, solid, durable type of milling machines rugged to withstand every strain easily, to ensure accurate work and interchangeability of parts, to maintain the quality of the Royal Typewriter.

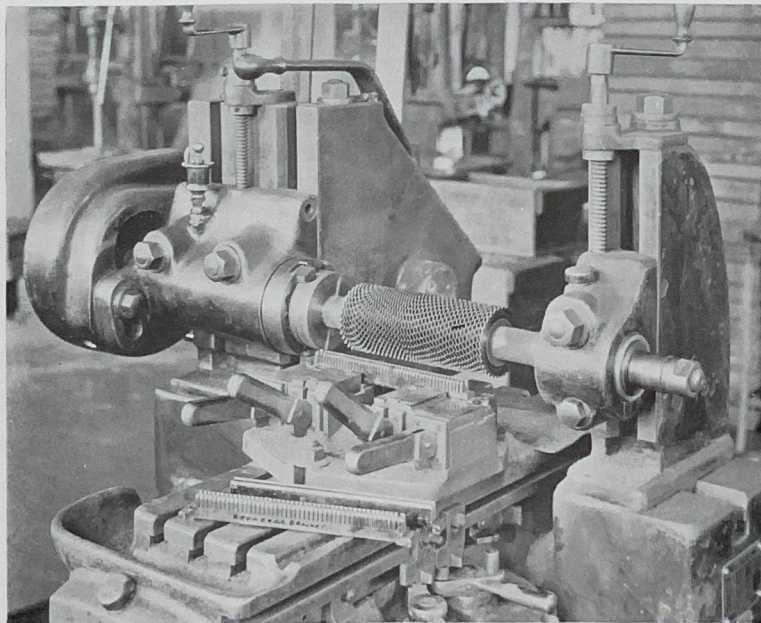
It isn't necessary to be a mechanic to appreciate the look of stability and durability of such a machine. Royal engineers



Various Stages in the Manufacturing Process

take no chance in their machinery equipment, only the best machines manufactured by concerns of national reputation are considered.

We have left out one thing which is very much worth while calling your attention to, and that is the Rod in No. 6 Picture A. This steel rod is pushed through the groove in the Key Lever Bracket and is in itself a bearing, the slots holding the Key Levers accurately and spacing them correctly, makes the steel rod an ideal bearing which Never Wears Out.



Special Milling Machine on Which Key Lever Bracket Is Slotted

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## NEW MEMBER

# MAKE 1926 THE BIGGEST YEAR IN ROYAL HISTORY